

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones
Invention: Brand Equity System and Method of Increasing the Same
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit: 3629
Examiner: Naresh Vig
Docket No.: US20000181 (4447.77043)

AMENDMENT AFTER FINAL

Mail Stop Amendments
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the *FINAL* Office Action mailed December 20, 2007, please
make the amendments shown in the attached papers as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.